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Annual Report of the Recruitment Action Group/NPIC

1. The Recruitment Action Group (RAG) was formed in September 1965 in conjunction with the recently approved concept of a task force to assist in meeting the substantial recruitment requirements of NPIC and also to provide an in-house personnel processing unit to control and expedite applications from receipt to EOD or other disposition. The latter activity is under the Chief, Personnel Branch. As planned, [] joined me in early October and [] became the third member in January 1966.

2. From September to late January, the use of the Agency's name in advertising was proscribed, so RAG planned its activities to exploit every other possible source. [] was still responsible for recruiting at colleges and universities in West Virginia, Maryland and the District of Columbia, and interview dates were held at these schools until mid-December. I visited military posts in Nebraska, North Carolina, Maryland and Virginia to establish liaison and seek records of enlisted men and officers who had terminated their service and whose backgrounds were of interest to us. I also made special trips to Rochester Institute of Technology to interview and follow-up on candidates in the critical, hard-to-find category of photo-scientist.

3. In order to demonstrate the drawing power of the Agency's name, a blind ad using the name of [] was run simultaneously in the

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Sunday editions of 19 newspapers throughout the country with a total circulation of over 8,000,000. A total of 37 responses was received.

4. Approval was received in January 1966 to use the Agency's name in advertising. Our first step was to place an ad in the same 19 newspapers and in 5 (later 4) monthly scientific and technical journals. Initial response from the newspapers was some 565 replies. As usual, many replies were not remotely related to the types for which we advertised, but some 15%-20% were of interest in varying degrees and were appropriately acted upon. Those of no interest to NPIC were sent to Placement Branch/POD/OP for review against overall Agency needs and appropriate correspondence.

5. In February, follow-up ads were placed in selected cities coincident with a recruiter's visit to conduct local interviews. Prospect referrals, resulting from the national ad, in these cities were contacted and appointments made to interview. This practice has continued to date, following a pattern of each RAG recruiter being on the road two-thirds of the time. As of 1 July, 62 city trips were made which produced 665 telephone responses to ads and 252 interviews were held (See Attachment)

6. Written responses continued to come in: as of 1 July, 181 responses from newspapers (in addition to the original 565) and 53 responses from periodicals were received.

7. The RAG effort since 1 February has resulted in 84 SI's and 14 EOD's.

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